CASE STUDY:

Success of a 6–Site Gout Campaign

Client Objective

- Enroll a diverse population of adults experiencing gout symptoms
- Drive qualified referrals directly to study sites
- Reduce site burden through pre-screening and centralized participant management

Challenge

- Niche target population: Many adults with gout are underdiagnosed or do not actively seek care, making them difficult to reach through traditional recruitment channels.

- High screen failure rates: Strict inclusion/exclusion criteria required efficient prequalification processes to minimize site workload.

- Geographic distribution: The six sites were located across different regions in the U.S., necessitating careful geo-targeting and message localization.

Our Approach

1. Digital Advertising Strategy

ImageBloom launched a multi-channel digital recruitment campaign that combined precision targeting with compelling creative and messaging:

- **Meta (Facebook & Instagram):** Used demographic, behavioral, and health interest targeting to reach adults with self-reported gout or arthritis.
- **Google Search & Display Ads:** Captured intent-driven traffic from users searching for gout symptoms, treatments, or clinical trial opportunities.
- **Programmatic Display & Native Ads:** Reached a broader audience via contextual placements on health-related sites.
- **YouTube Video Ads:** Delivered short, educational videos highlighting the benefits of clinical trial participation.

Each ad linked to a customized landing page designed to capture leads and route them to ImageBloom's centralized pre-screening team.

2. Leveraging ImageBloom's Participant Database

Our proprietary participant database, containing over 2.5M individuals, allowed us to quickly identify and re-engage potential candidates with prior interest in rheumatology and metabolic trials. Targeted email and SMS outreach campaigns generated a 42% higher response rate compared to new lead sources, accelerating early enrollment momentum.

3. Centralized Call Center Support

ImageBloom's in-house call center managed all inbound and outbound communications, conducting pre-screening interviews and verifying eligibility before forwarding qualified referrals to sites.

This streamlined approach:

- Reduced site staff time spent on unqualified leads by over 60%
- Improved overall site satisfaction and participant retention

Results

- Enrollment Goal: Met 100% of target within the 4-month enrollment window
- Cost-Per-Randomized Patient: 23% below industry average for similar indications
- Lead-to-Randomization Conversion Rate: 1 in 6 qualified referrals
- Site Feedback: 100% of participating sites reported "excellent" lead quality and communication

Key Takeaways

- ImageBloom's integrated digital and database-driven approach delivered exceptional results despite a hard-to-reach patient population.
- The combination of targeted digital outreach, data-driven re-engagement, and personalized call center pre-screening proved crucial to the campaign's success.
- This case exemplifies ImageBloom's ability to accelerate clinical trial enrollment through efficient, scalable, and human-centered recruitment strategies

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